Beginners guide to Graphic Design

with freelance designer Gareth David

"Join me as I discuss a series of Graphic Design topics."

45 episode series

Get started

Series index

Overview video

Series introduction

Watch the course overview to find out more about the video course and what to expect.

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Essential training

Software courses

Learn the essential three design programs by Adobe in my beginners guides courses.

View index

Section 1

Graphic Design theory

In this section I will be discussing Graphic Design and design theory. This is essential learning for anyone who wishes to know more about Graphic Design.

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Section 2

Considering a career in Graphic Design

If you're considering a career in Graphic Design and wonder if it's right for you, I will be answering a bunch of key questions in this section.

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Section 3

Becoming a Graphic Designer

In this section I will be answering key questions on how to become a Graphic Designer.

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Section 4

Graphic Design and beyond

In this section I will be talking about what the industry is like and what the future can hold for a Graphic Designer.

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Overview:

Watch video

Beginners guide to Graphic Design

Overview

Hello and welcome to this beginners guide series to Graphic Design.

If you're interested in Graphic Design and considering becoming a Graphic Designer then join me as I discuss a series of Graphic Design topics.

From what Graphic Design is, Skills to be a Graphic Designer, Design theory, Education you need, equipment you need, to the Graphic Design portfolio and interview advice, this series is for anyone at any level.

I have created this series to share my experience and give some advice to aspiring designers at any level, who wish to find out more about Graphic Design and the industry.

To make this series easy to watch and understand I have broke it down into four sections:

Section 1: Graphic Design theory

Section 2: Considering a career in Graphic Design

Section 3: Becoming a Graphic Designer

Section 4: Graphic Design and beyond

Over the 45 episodes I will be touching on some important topics and answering some basic questions.

By the end of this series I hope you will have a good understanding of Graphic Design and what it's like to be a Graphic Designer.

Section 1 - Graphic Design theory

Visual elements of Graphic Design

Design principle of Graphic Design

Section 2 - Considering a career in Graphic Design

Section 3 - Becoming a Graphic Designer

Section 4 - Graphic Design and beyond

Essential training

These tutorial courses go into depth about how to use specifc programmes.
If you are a beginner, it's strongly advised you watch these courses for a solid foundation of knowledge.

Beginners guide to InDesign

13 episode course

Learn how to use Adobe InDesign as we create a 3 page roll fold leaflet.

Watch course

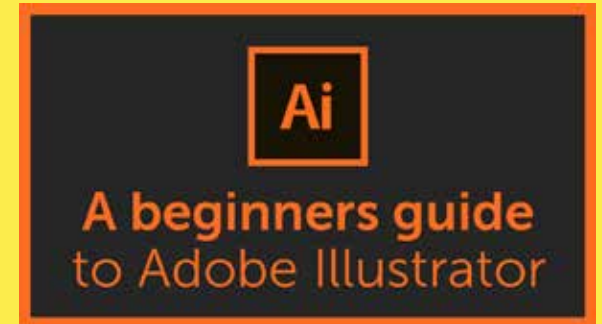
Beginners guide to Photoshop

33 episode course

Learn how to use Adobe Photoshop as we create a book cover.

Watch course

Beginners guide to Illustrator

19 episode course

Learn how to use Adobe Illustrator as we create vector artwork for a poster design..

Watch course

Section 1 - Graphic Design theory

Episode 1:

What is Graphic Design?

Watch video

Overview

In this video I am going to attempt to answer this question and give you may take on it from my experience.

Section 1 - Graphic Design theory

Episode 2:

'Line' Visual element of Graphic Design

Watch video

Overview

One of the most basic visual elements of design is the 'line', and it should not be underrated.

As simple as lines are they can be used as crucial elements of design.

Lines can be used to add structure to a composition, to frame information and to divide information. Lines can be used to add hierarchy and emphasis, to decorate and to draw the eye to a specific point.

They can also be used to build and represent information in info graphics

Lines can be straight, curved, thick, thin, solid, and dashed.

View common design examples

Simple line examples

Line in Infographics.

Lines stressing a word.

Lines as borders.

Line in structure.

Line in structure.

Dividing lines.

Lines as decoration.

Section 1 - Graphic Design theory

Episode 3:

‘Colour’ Visual element of Graphic Design

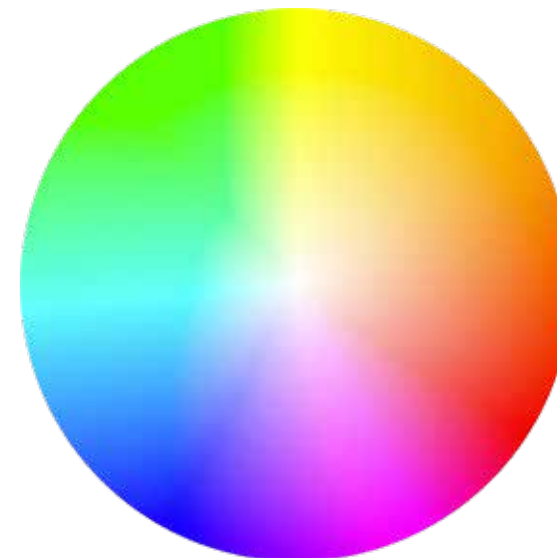
Watch video

Overview

In this video I am going to discuss the second key visual element, and discuss ‘Colour’ as a visual element in Graphic design.

For an amazing resource to explore and create colours schemes visit:

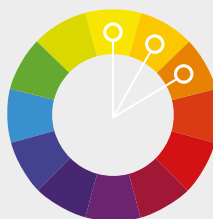
Colour wheel
12 colour / Red, Yellow, Blue

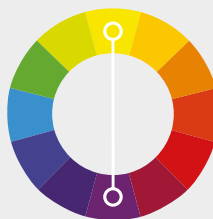
Colour spectrum

Colour examples

Primary colours

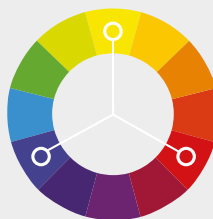
Primary colors make up the basis for the colour wheel. Here they are Red, Yellow and Blue.

Secondary colorus

Secondary colours are made by mixing equal portions of the primary colours. These create green, orange and purple.

Tertiary colours

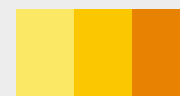
Tertiary colours are made by mixing a primary colour with a neighbouring secondary colour.

Warm & cool colours

Warm colours on the right.

Cool colours on the left.

Monochromatic

Monochromatic colours are shades and tints of the same colour. The monochromatic colour scheme is typically balanced and easy on the eye.

Analogous

Analogous colours are balanced but are typically more interesting as the colours have more contrast.

Complimentary

Complimentary colours have high contrast, which produce vibrant exciting colour schemes.

Triadic

Tertiary colours typically produce vibrant effects.

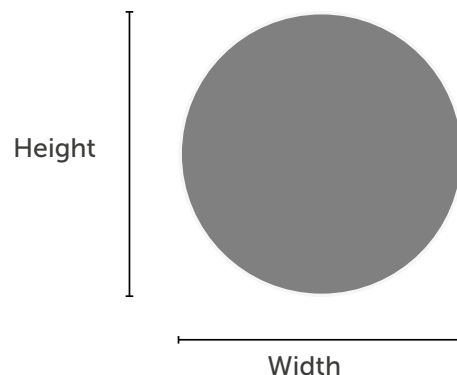
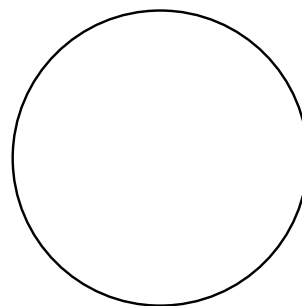
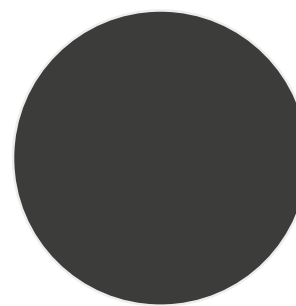
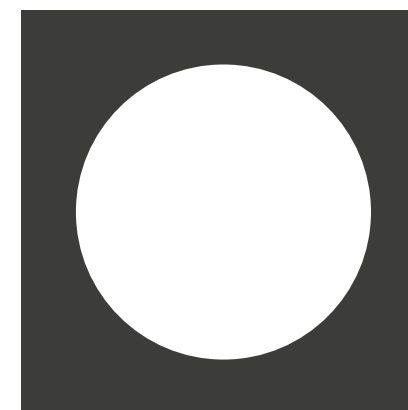
Section 1 - Graphic Design theory

Episode 4:

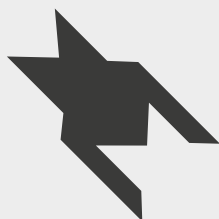
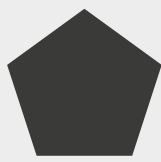
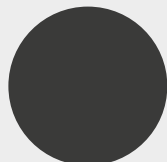
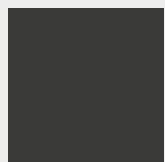
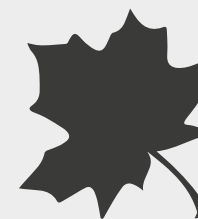
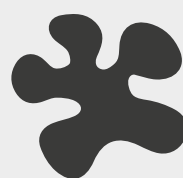
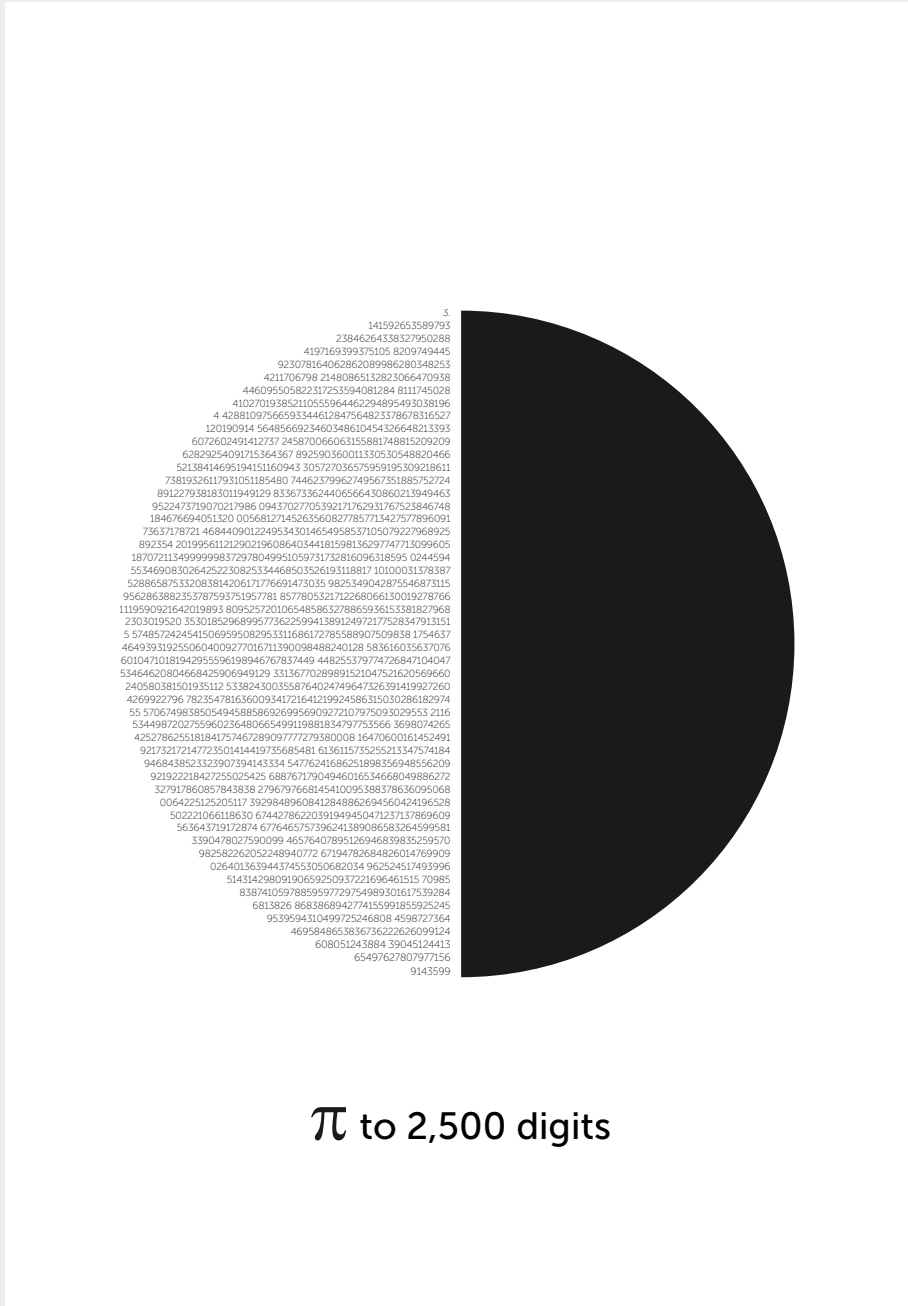
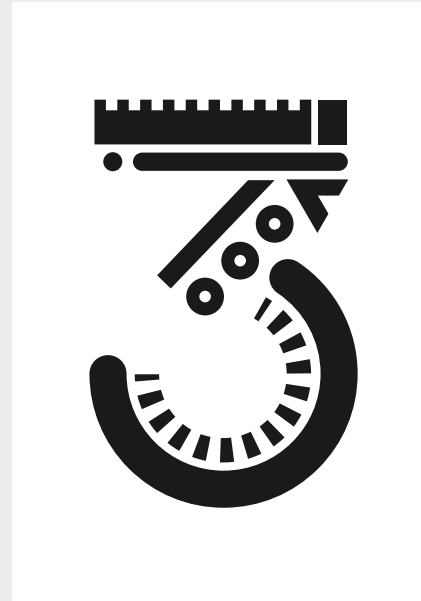
'Shape' Visual element of Graphic Design

Watch video

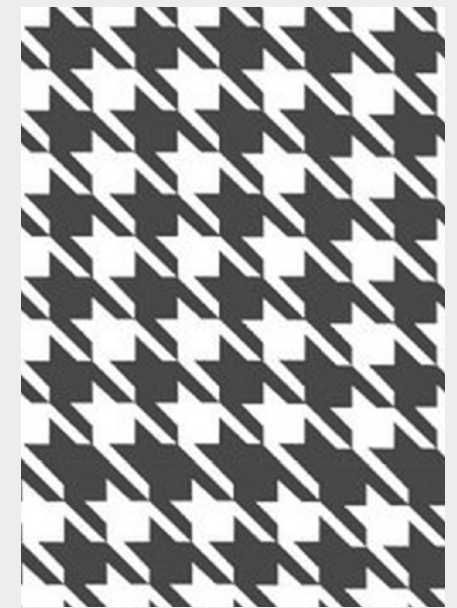
Overview

In this video I am going to discuss the third key visual element, and discuss 'Shape' as a visual element in Graphic Design.

In design 'Shapes' have two dimensions and are measured by their height and width.

Shape as a line

Shape in colour

Shape in negative space

Shapes are defined by boundaries, such as a lines or colour and can also be created with negative space.

Geometric shapes

Organic shapes

Logo shape examples.

Group of individual shapes creating an overall shape in a composition.

To decorate, to build and illustrate.

build a legible image as an illustration

To create a surface image texture.

To create a surface pattern texture.

Section 1 - Graphic Design theory

Episode 5:

'Texture' Visual element of Graphic Design

Watch video

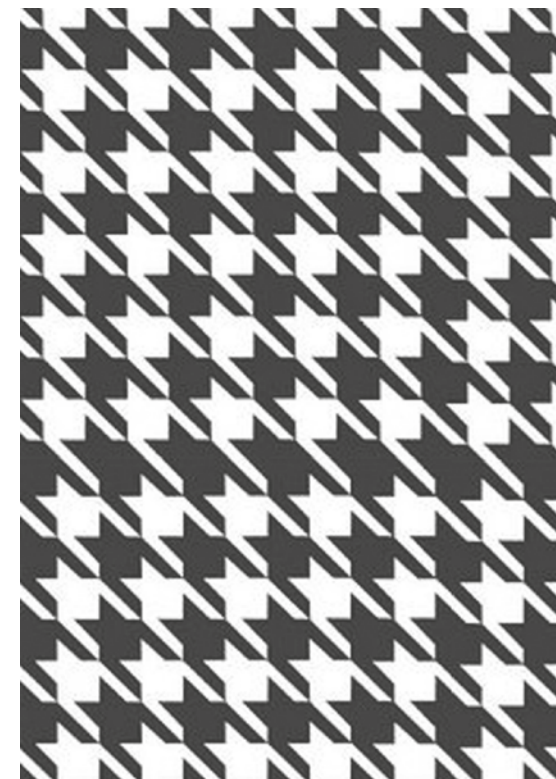
Overview

In this video I am going to discuss the fourth key visual element, and discuss 'Texture' as a visual element in Graphic Design.

View texture examples

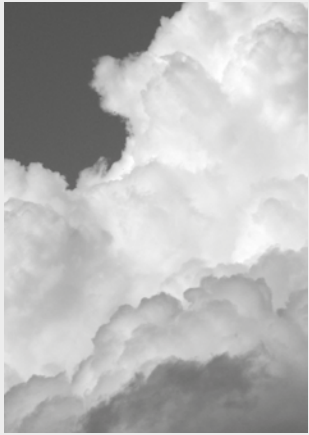
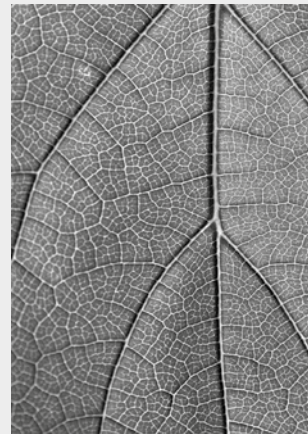
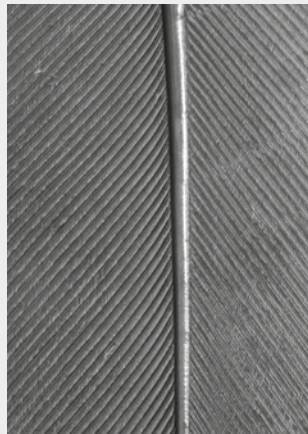
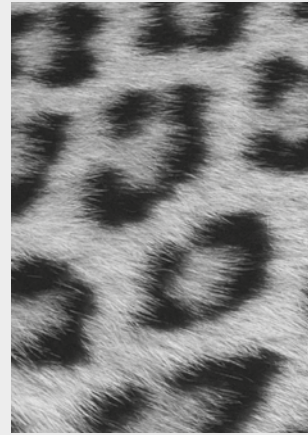
View pattern examples

In design there are 2 key types of texture:

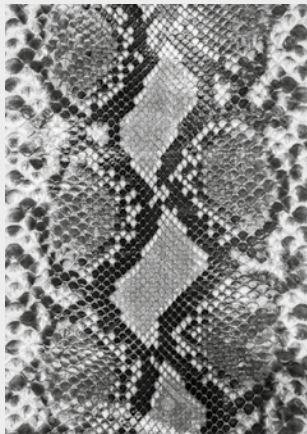
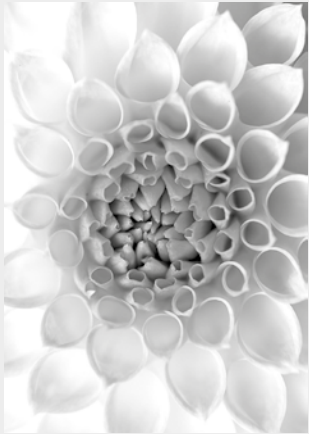
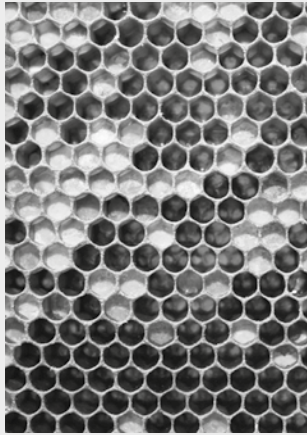
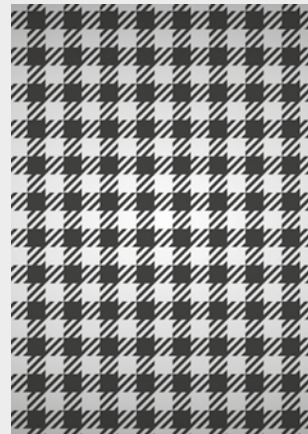
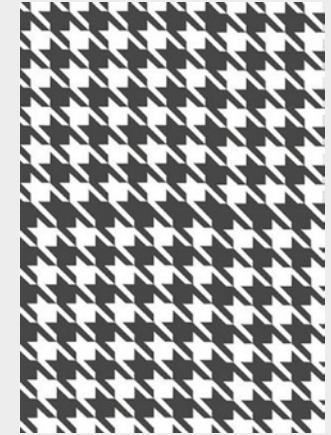
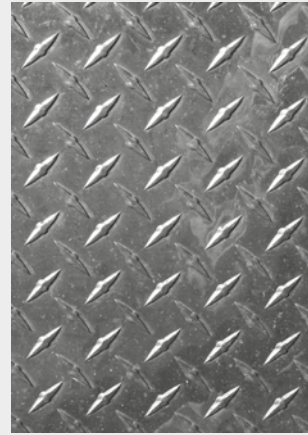
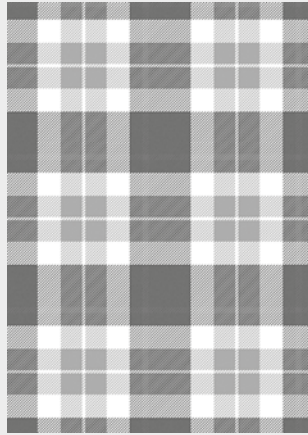
Image textures

Pattern Texture

Shapes are defined by boundaries, such as a lines or colour and can also be created with negative space.

Texture examples

Environmental textures

Biological textures

Man made textures

Pattern texture examples

Biological & environemntal pattern textures

Man made pattern textures

Section 1 - Graphic Design theory

Episode 6:

'Space' Visual element of Graphic Design

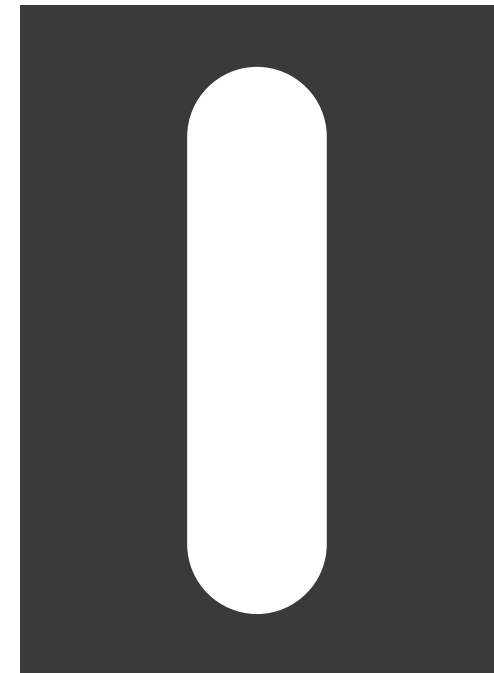
Watch video

Overview

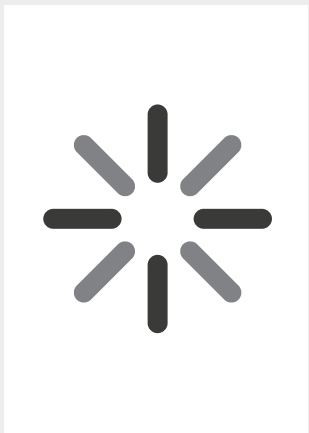
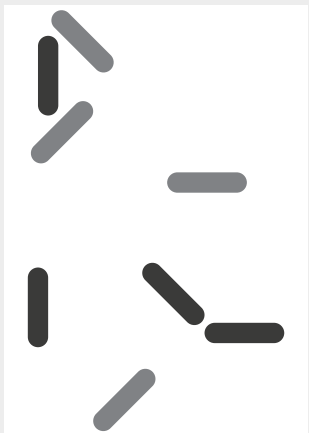
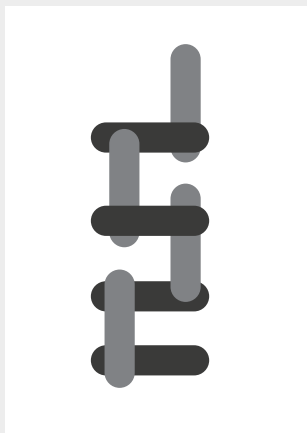
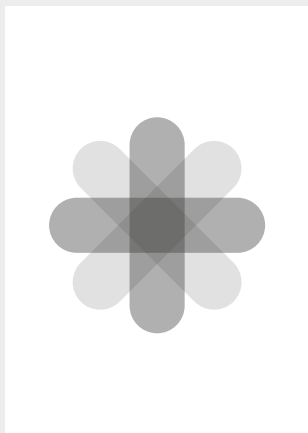
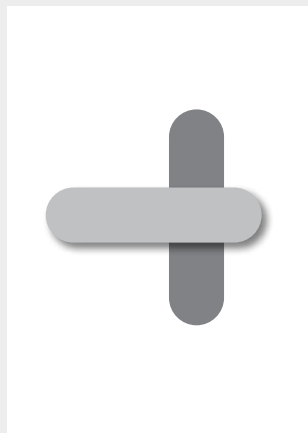
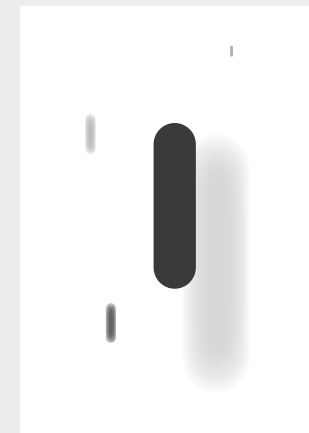
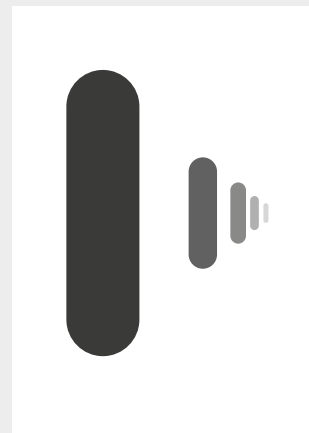
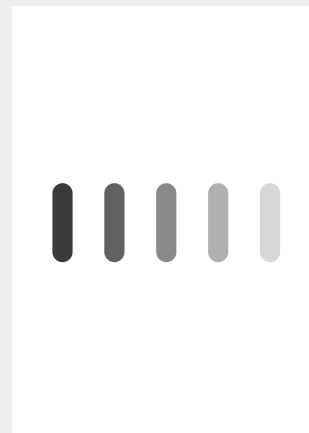
In this video I am going to discuss the fifth key visual element, and discuss 'Space' as a visual element in Graphic Design.

View space examples

In design there are two types of space:

Positive space

Negative space

Space examples

Proximity

Overlap

Opacity

Light & Shadow

Perspective / Depth

Section 1 - Graphic Design theory

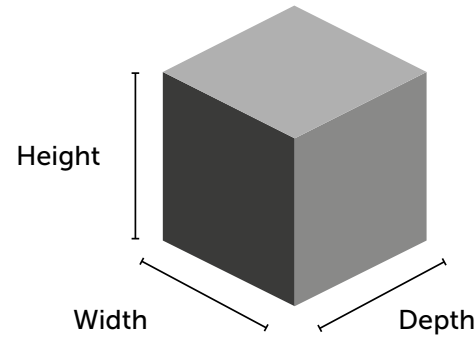
Episode 7:

'Form' Visual element of Graphic Design

Watch video

Overview

In this video I am going to discuss the 6th key visual element, and discuss 'Form' as a visual element in Graphic Design.

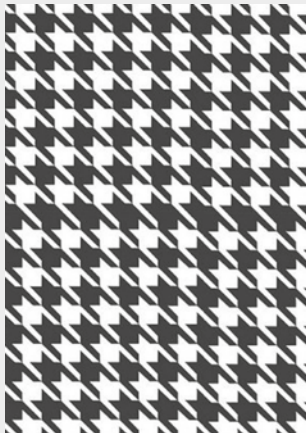
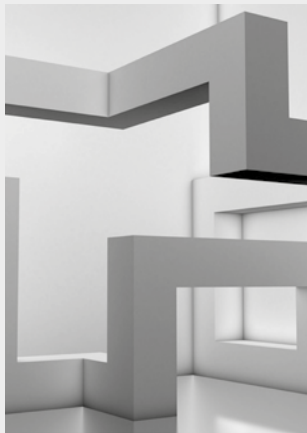
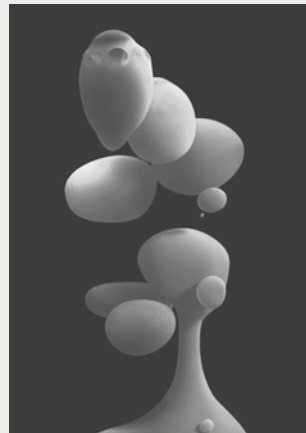
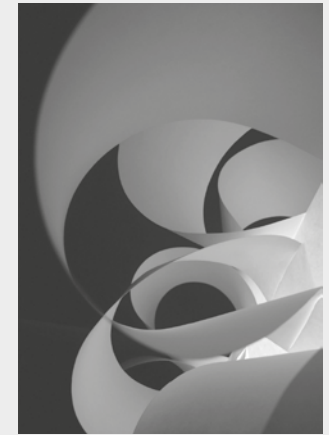
View form examples

Form is described as any three-dimensional object. 'Forms' are the 3D equivalents of 'shapes' and as such are measured by their height, width, and depth.

Shape

Form

'Form' can be defined by the presence of shadows on surfaces or faces of an object and can be enhanced by tone, texture and color.

Form examples

Geometric forms

Organic forms

Section 1 - Graphic Design theory

Episode 8:

'Typography' Visual element of Graphic Design

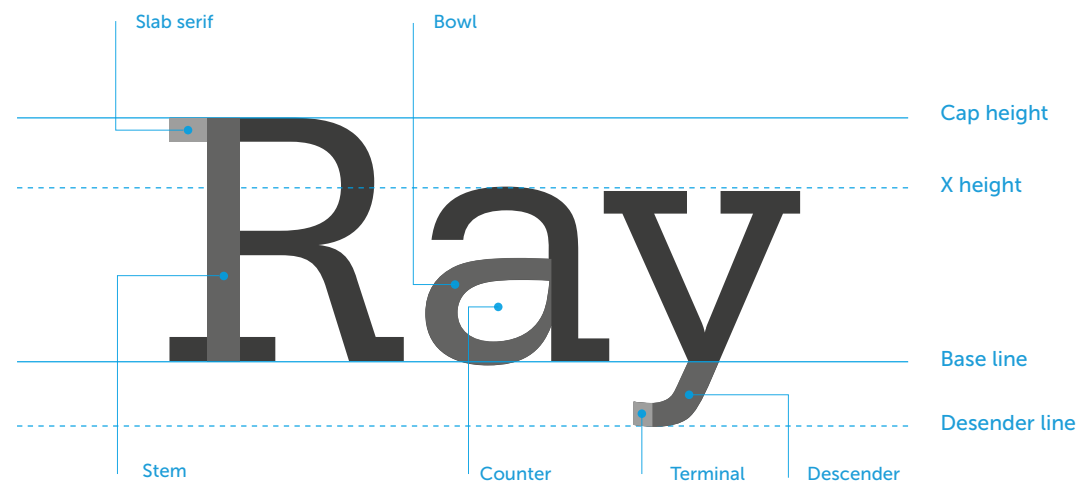
Watch video

Overview

In this video I am going to discuss the 7th key visual element, and discuss 'Typography' as a visual element in Graphic Design.

Letter R made of geometric shapes

Serifa 'R' Regular

Anatomy of type

Type categorie examples

Sans Serif

R

Serif

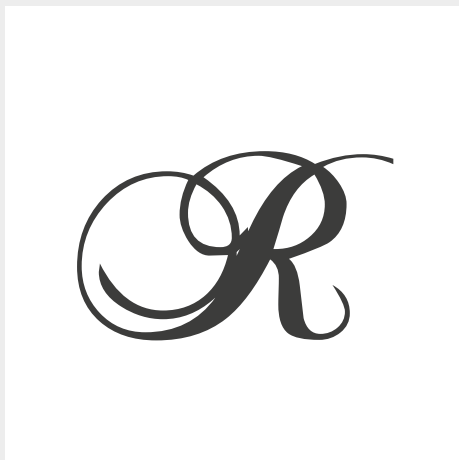
R

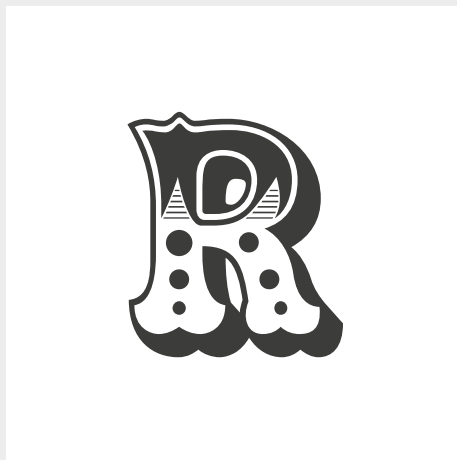
Slab Serif

R

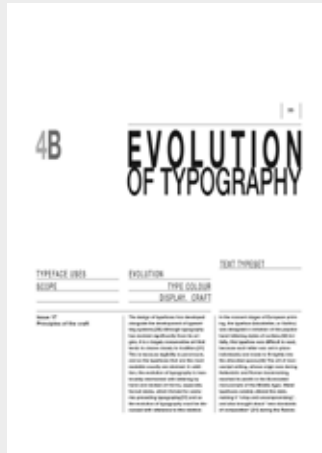
Rounded

R

Scrift

Blackletter

Decorative

Abstract

Examples of type

Functional

Decorative / Creative

Section 1 - Graphic Design theory

Episode 9:

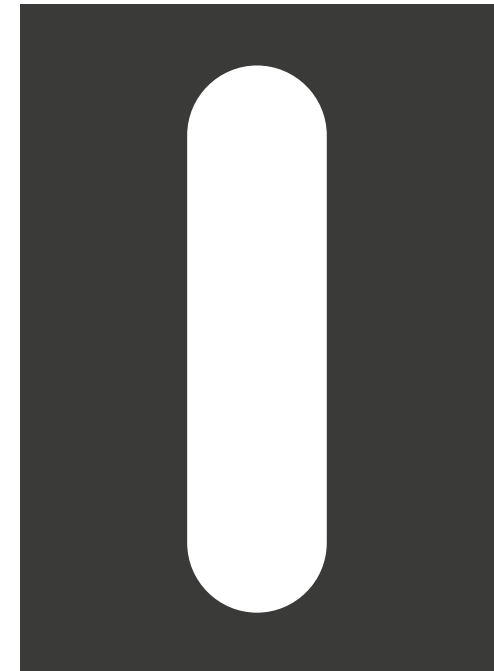
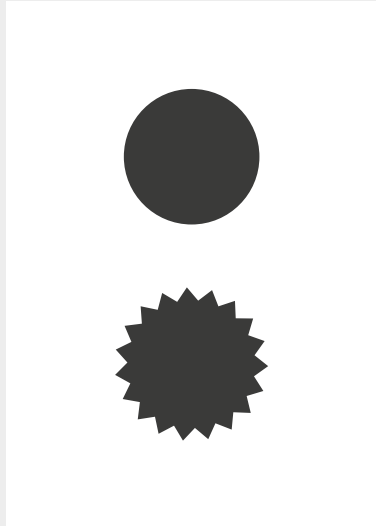
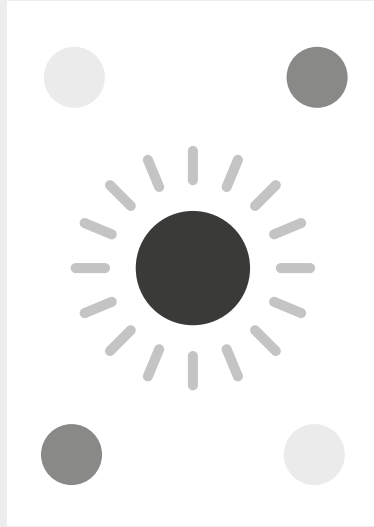
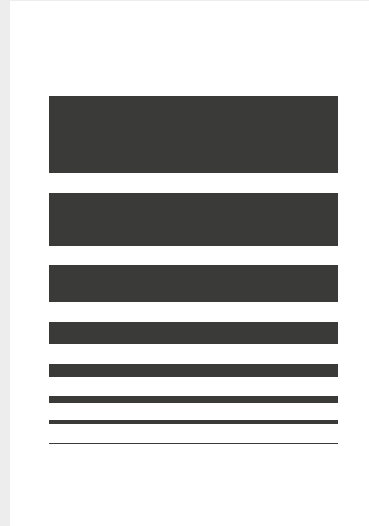
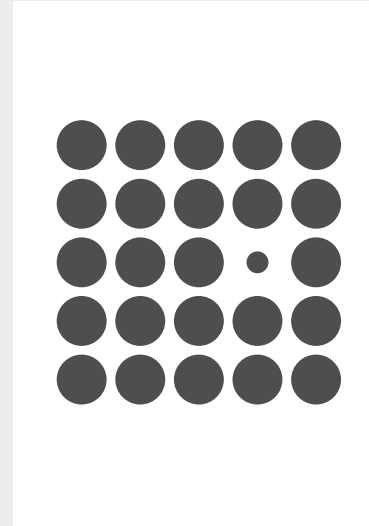
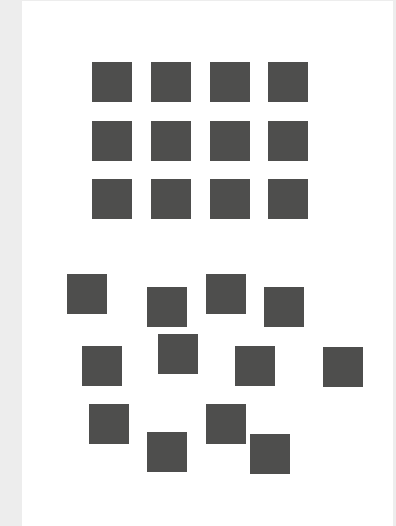
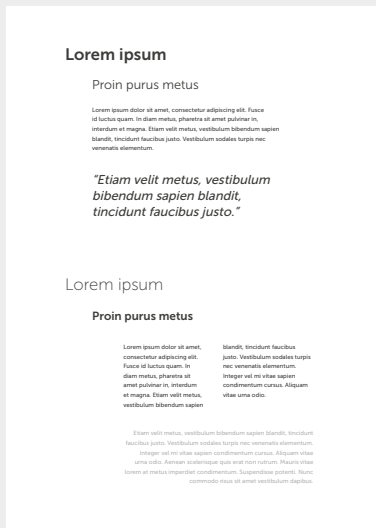
‘Contrast’ Design principle of Graphic Design

Watch video

Overview

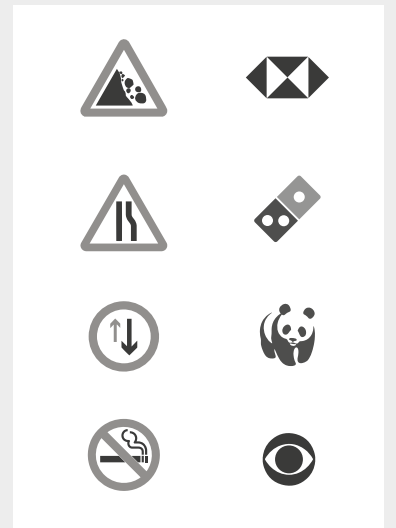
In this video I am going to discuss the 1st key design principle, and discuss ‘Contrast’ as a design principal in Graphic Design.

View contrast examples

Contrast occurs when two or more visual elements in a composition are different.

Contrast examples

Contrast in shape

Contrast in colour

Contrast in scale

Contrast in scale

Contrast in layout

Contrast in type

Contrast in colour

Contrast in type & alignment

Contrast in colour & type

Contrast in shapes & colour

Section 1 - Graphic Design theory

Episode 10:

‘Hierarchy’ Design principle of Graphic Design

Watch video

Overview

In this video I am going to discuss the 2nd key design principle, and discuss ‘Hierarchy’ as a design principal in Graphic Design.

View hierarchy examples

View design examples

Basic hierarchy design principles

Hierarchy in scale

Hierarchy in scale

Hierarchy in colour

Hierarchy in space

Hierarchy in perspective

Hierarchy in colour

Hierarchy in colour

Hierarchy in space

Hierarchy in depth

Hierarchy in perspective

Basic hierarchy design examples

Section 2 - Graphic Design theory

Episode 11:

'Alignment' Design principle of Graphic Design

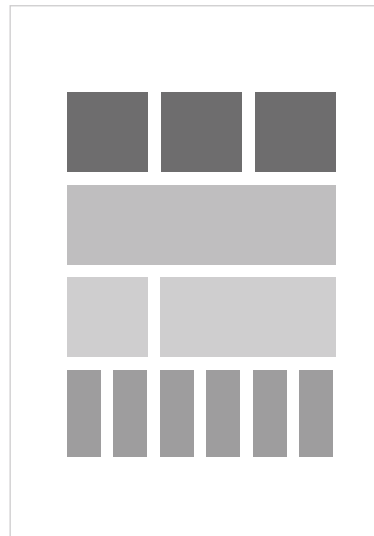
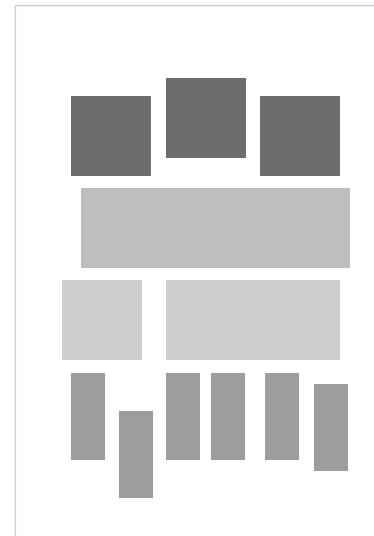
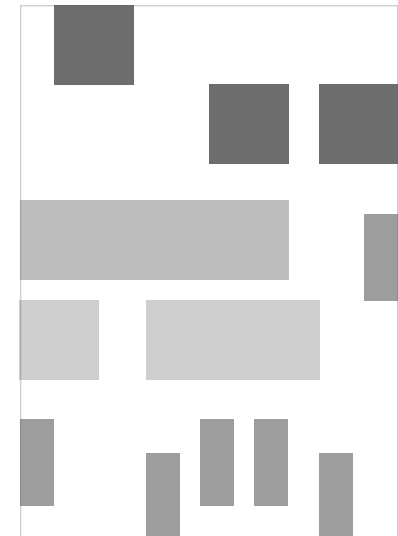
Watch video

Overview

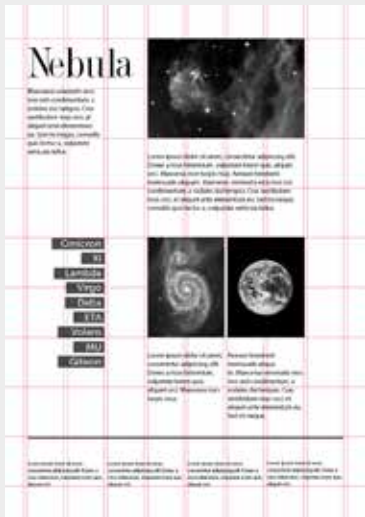
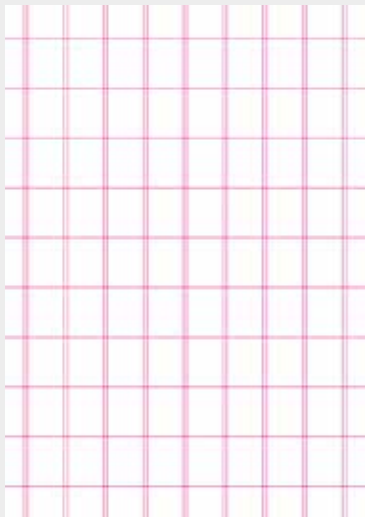
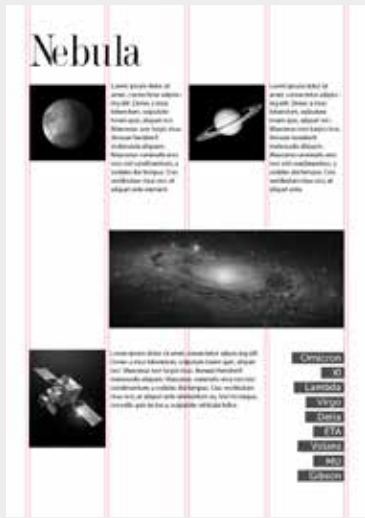
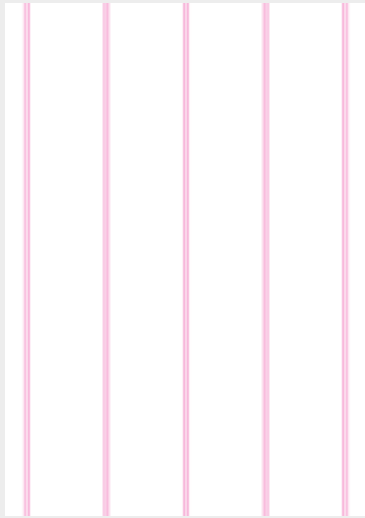
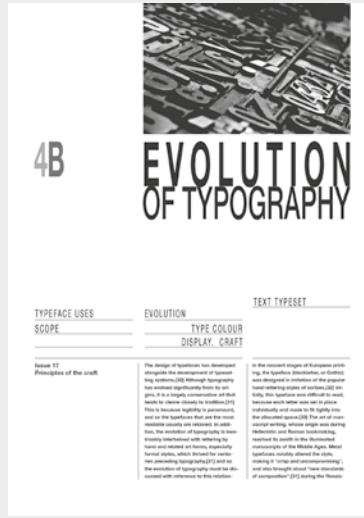
In this video I am going to discuss the 3rd key design principle, and discuss 'Alignment' as a design principal in Graphic Design.

View alignment examples

Alignment principles

Edge & centre alignment

Good alignment

Poor alignment

Mixed alignment

Alignment examples

Alignment to a grid

Approaches of alignment in design

Section 1 - Graphic Design theory

Episode 12:

'Balance' Design principle of Graphic Design

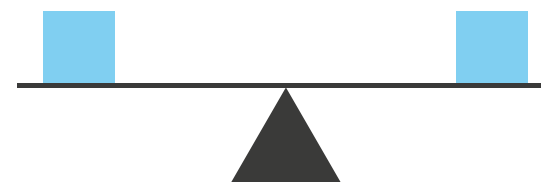
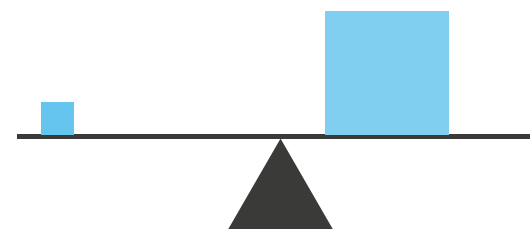
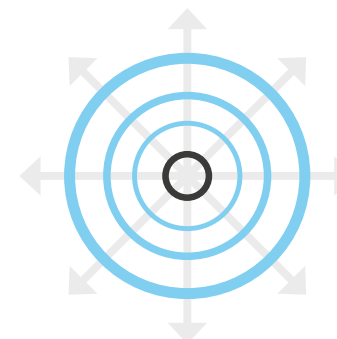
Watch video

Overview

In this video I am going to discuss the 4th key design principle, and discuss 'Balance' as a design principal in Graphic Design.

View balance examples

Three main types of balance

Symmetrical balance (formal)

Asymmetrical balance (informal)

Radial balance

Balance examples

Symmetrical balance (formal)

Asymmetrical balance (informal)

Radial balance

Section 1 - Graphic Design theory

Episode 13:

'Proximity' Design principle of Graphic Design

Watch video

Overview

In this video I am going to discuss the 5th key design principle, and discuss 'Proximity' as a design principal in Graphic Design.

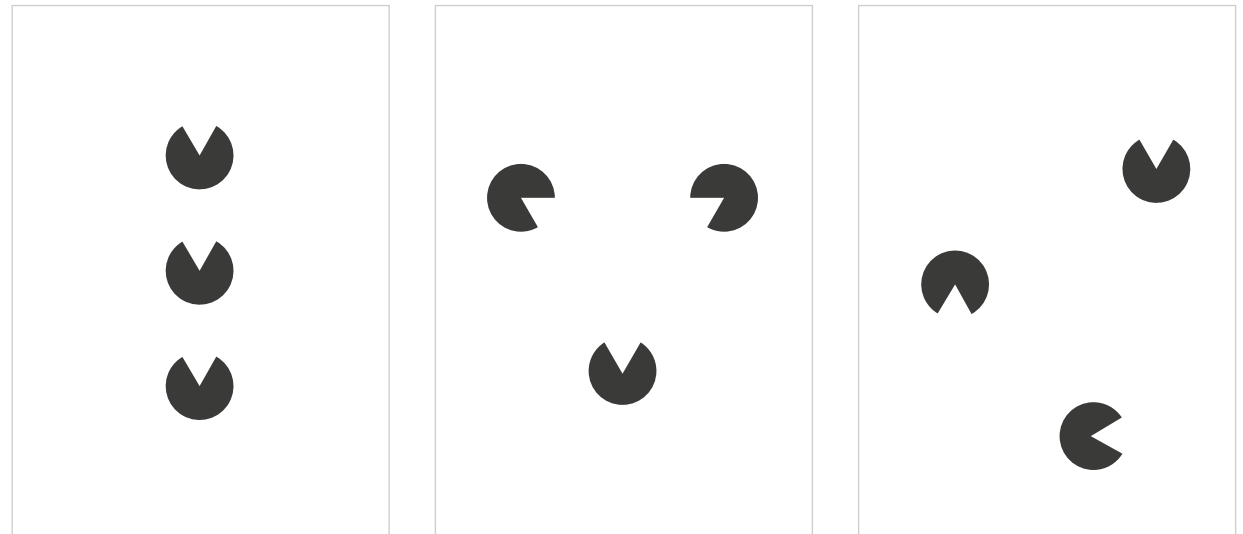
View proximity examples

Principle

When we begin to place shapes together we create a particular relationship between them.

In this example we have three individual shapes.

If placed together in just the right proximity, negative space is made to suggest a new visual shape entirely. This gives new meaning to the individual shapes that make this composition.

If we move them apart ever so slightly, this visual, this message is lost.

Proximity examples

Sample content, in various layouts

Layout example 1

Adequate relationships are established in this layout. Elements are in close proximity in a comprehensive order.

Layout example 2

Clear relationships are established in this layout. Elements are in close proximity in a clear order.

Layout example 3

Elements are in close proximity but in no particular order creating a random and confusing layout.

Layout example 4

Elements are scattered in a sporadic layout. No clear relationship between element in this layout.

Section 1 - Graphic Design theory

Episode 14:

'Repetition' Design principle of Graphic Design

Watch video

Overview

In this video I am going to discuss the 6th key design principle, and discuss 'Repetition' as a design principal in Graphic Design.

Section 1 - Graphic Design theory

Episode 15:

'Simplicity' Design principle of Graphic Design

Watch video

Overview

In this video I am going to discuss the 7th key design principle, and discuss 'Simplicity' as a design principal in Graphic Design.

Section 1 - Graphic Design theory

Episode 16:

'Function' Design principle of Graphic Design

Watch video

Overview

In this video I am going to discuss the 8th key design principle, and discuss 'Function' as a design principal in Graphic Design.

Section 2 - Considering a career in Graphic Design

Episode 17:

Why do Graphic Design?

Watch video

Overview

So you're wondering if you want to focus your creative energy into a career in Graphic Design?

In this video I am going to discuss some pro's and cons of Graphic Design, being a designer and becoming a designer.

Pro's:

01 - Creative

02 - Fun

03 - Challenging

04 - Educational

05 - Contains multiple creative disciplines

06 - Something to show for your hard work

07 - Expressive

08 - Rewarding

09 - Collaborative

10 - Career prospects

Con's:

01 - Locaion specific

02 - Competitive

03 - The road is long

04 - Learning creative software tools

05 - Finding the right job can be hard

06 - Its a desk job

07 - Long hours

08 - Working under pressure

09 - Have to do things you do not want and working under others direction.

10 - Dealing with bad clients

Section 2 - Considering a career in Graphic Design

Episode 18:

Should I do Graphic Design?

Watch video

Overview

So you're thinking about getting into a creative career. With all the creative disciplines out there, you're wondering if Graphic Design is right for you.

In this episode I am going to discuss a range of creative careers and suggest a couple of key questions you can ask yourself.

I propose these questions because the answers will give you a good indication if Graphic Design is something you should consider or maybe you're more suited to another creative discipline.

Questions:

Are you good at drawing?

Can you communicate well verbally?

Can you present your work?

Do you like to research?

Do you like to problem solve?

Are you good at conceptual thinking?

Can you harness your creativity into realistic solutions?

Can you work with limitations?

Can you pay close attention to detail?

Are you happy creating commercial work?

Do you have a passion for typography?

Do you like working in teams?

Can you take direction from others?

Can you work under pressure?

Can you work to a specific brief?

Can you take criticism?

Are you prepared to work on computer most of the time?

Can you see yourself being creative for the foreseeable future?

Section 2 - Considering a career in Graphic Design

Episode 19:

Practical skills to be a Graphic Designer?

Watch video

Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In this video I am going to discuss about the practical skills required.

Now the Practical skills can be taught and acquired through practice and determination and are the typical skills that are encouraged and acquired in art school.

Practical skills:

Verbal communication

Drawing & sketching

Research

Software skills

Time management

Attention to detail

Section 2 - Considering a career in Graphic Design

Episode 20:

Psychological skills to be a Graphic Designer?

Watch video

Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In this video I am going to talk about psychological skills.

Now the psychological skills can give you an edge as a designer and help you stand out. These are skills that can in no way be taught in a classroom, these are skills that make you unique and can only come from within.

Psychological skills:

Objectiveness

Creative discipline & Judgement

Confidence

Receive criticism

Coping with failure

Determination

Team player

Patience

Section 2 - Considering a career in Graphic Design

Episode 21:

Talent to be a Graphic Designer?

Watch video

Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In the next video I am going to discuss talent qualities that will give you the edge as a Graphic Designer.

Now like with the psychological skills, these qualities can give you a serious edge as a designer. these are qualities that make you stand out. These are qualities that make you who you are, and can not be taught, only encouraged.

Talent:

Imagination

Curiosity

Open mindedness

Passion

Conceptual thinking

Problem solving

Harness creativity

Craftsmanship

Section 2 - Considering a career in Graphic Design

Episode 22:

'Learn & Research' How do I begin as a Graphic Designer

Watch video

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 1 'Learn & Research'.

Section 2 - Considering a career in Graphic Design

Episode 23:

'Collect' How do I begin as a Graphic Designer

Watch video

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 2 'Collect'.

Collect:

Found objects

Photos

Your thoughts

Books

Section 2 - Considering a career in Graphic Design

Episode 24:

'Be inspired' How do I begin as a Graphic Designer

Watch video

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 3 'Be inspired'.

Inspiration sources:

Found objects

Books & subscriptions

Online inspiration

Everyday inspiration

Museums & galleries

People

Creative agencies

Literature

Section 2 - Considering a career in Graphic Design

Episode 25:

'Practice' How do I begin as a Graphic Designer

Watch video

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 4 'Practice'.

Practice:

Practice your drawing

- Observation and still life drawing
- Copy what you see

Practicing your Graphic Design [Mini brief]

Practise your software skills [Imitation project]

Mini brief

Think of a local coffee shop you like, or make one up.

1 - Design or redesign a logo for that coffee shop.

2 - Define some colours, a choice of fonts, and create a theme, a brand to go with your logo.

3 - Take that brand and Design a poster to promote the coffee shop and include the logo.

4 - Take the poster design which should include your brand elements and design a menu for their coffee list.

Imitation project

Find a poster you really like or a magazine article, and attempt to copy it on the computer.

Study everything about it, and see the creative decisions the designer made. By trying to imitate the design on computer, you will not only be practising your software skills but learning about design principles.

Section 2 - Considering a career in Graphic Design

Episode 26:

'Seek Education' How do I begin as a Graphic Designer

Watch video

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 5 'Seek education'.

Section 2 - Considering a career in Graphic Design

Episode 27:

Books to read as a Graphic Designer

Watch video

Overview

If you're interested to learn more about the field of Graphic Design, the history of Graphic Design, principals of Graphic Design, design theory, books on typography, general tips, good practice and inspiration there are a number of Graphic Design books I would recommend you invest in.

In this video I am going to list my top 10 books and give the reasons why I would recommend you read them.

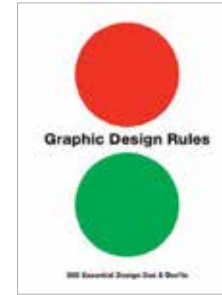
View more books

Recommened books for beginners:

Graphic Design: A concise history
Richard Hollis

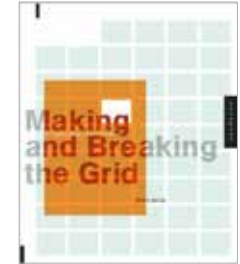
View book online

Graphic Design school: A foundation course
David Dabner
& Sandra Stewart

View book online

Graphic Design Rules: 365 Essential design dos and don'ts
Stefan G. Bucher

View book online

Color design workbook
Adams Morioka

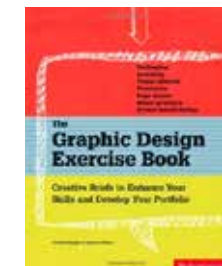
View book online

Making and breaking the grid
Timothy Samara

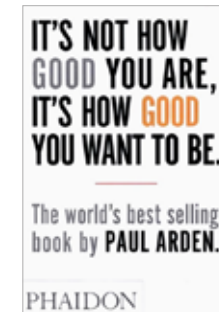
View book online

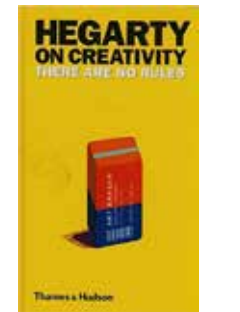
Thinking with type. A critical guide for designers [second revised edition]
Ellen Lupton

View book online

Logo design love
David Airey

View book online

The Graphic Design Exercise Book
by Carolyn Knight
& Jessica Glaser

View book online

It's not how good you are, It's how good you want to be
Paul Arden

View book online

Hegarty on creativity: There are no rules
John Hegarty

View book online

Other book suggestions

Design books:

Layout essentials: 100 Design principles for using grids (Essential design handbooks)

Beth Tondreau

View book online

What to put in your portfolio and get a job: Graphic Design

Drew de Soto

View book online

What Is Graphic Design? (Essential design handbooks)

Quentin Newark

View book online

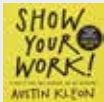
100 ideas that changed Graphic Design

Steven Heller

View book online

How to create a portfolio & get hired: A guide for Graphic Designers & Illustrators

Fig Taylor

View book online

The Thames & Hudson dictionary of Graphic Design and designers (World of art)

Alan Livingston
& Isabella Livingston

View book online

Know your onions: Graphic Design

Drew de Soto

View book online

What they didn't teach you in design school

Phil Cleaver

View book online

Damn good advice

George Lois

View book online

The Graphic Design exercise book

Jessica Glaser

View book online

Work for money, design for Love

David Airey

View book online

Show your work!: 10 things nobody told you about getting discovered

Austin Kleon

View book online

2000 Colour combinations: For graphic, web, textile and craft designers

Garth Lewis

View book online

Creative workshop

David Sherwin

View book online

Grid systems: Principles of organizing type (Design Briefs)

Kimberly Elam

View book online

Branding books:

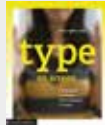
Designing brand identity: an essential guide for the whole branding team

Alina Wheeler

View book online

Logo modernism (Design)

Jens Muller

View book online

Logotype

Michael Evamy

View book online

Logo: The reference guide to symbols and logotypes (Mini)

Michael Evamy

View book online

Symbol (Mini)

Angus Hyland

View book online

Typography book:

Typography workbook: A real-world guide to using type in Graphic Design

Timothy Samara

View book online

Type on Screen: A critical guide for designers, writers, developers, & students

Ellen Lupton

View book online

Just my type: A book about fonts

Simon Garfield

View book online

Fifty typefaces that changed the world: design museum fifty

John L Walters

View book online

The geometry of type: The anatomy of 100 essential typefaces

Erik Spiekermann

View book online

Drawing type: An introduction to illustrating letterforms

Alex Fowkes

View book online

Typography sketchbooks

Steven Heller

View book online

Type matters!

Jim Williams

View book online

Type: New perspectives in typography

Scott Williams

View book online

Type and Typography (Portfolio)

Phil Baines
& Andrew Haslam

View book online

Section 2 - Considering a career in Graphic Design

Episode 28:

Education to be a Graphic Designer

Watch video

Overview

You may be wondering:

What subjects, should I study at school?

What should I do after school?

Do I need to go to college, Art school or university

and if so

What will I do at University / art college?

In this video I am going to discuss these questions and I'll be recommending some approaches and things you can keep in mind.

In this video ill also be sharing my experience, and opinions on your education options.

Section 2 - Considering a career in Graphic Design

Episode 29:

Do I need to go to University / Art College to be a Graphic Designer

Watch video

Overview

So you're thinking about a career in Graphic Design and you're wondering if you really need to got to University or Art college.

In this video I am going to discuss the Pro's and Cons of seeking higher creative education. In this video I'll also be sharing my experience, and opinions on higher education, why I think it's important and why I would encourage anyone who has the opportunity to do it.

Section 2 - Considering a career in Graphic Design

Episode 30:

Qualifications to be a Graphic Designer

Watch video

Overview

In this video I am going to discuss the qualifications you will need to be a graphic designer.

Section 3 - Becoming a Graphic Designer

Episode 31:

Equipment
to be a Graphic Designer

Watch video

Overview

Graphic Design is a very broad and diverse creative discipline. Depending on your preferred design process or the project you're undertaking you will need a variety of equipment.

In this video I am going to discuss the equipment I use and how I use it, all of which I would recommend to you.

View essential equipment

View accessory equipment

Essential equipment:

Accessory equipment:

Essential equipment

Staedtler mars micro, graphic pencil

0.3mm, 0.5mm

More info online

Staedtler Triplus Fineliners case

More info online

Fold back clips

More info online

Swann Morton no3 handle

More info online

10A blades

More info online

Staedtler lumocolor permanent markers

Superfine, Fine, Medium, Bold

More info online

Pentel micro tipex

More info online

Post it notes

More info online

Westcott stainless steel ruler

More info online

Staedtler Triplus Fineliners

More info online

Goldline layout Pad A4 / A3

More info online

Sticky neon indexing bookmark tabs

More info online

Am-Tech A3 cutting mat

More info online

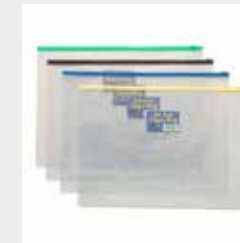
Letraset Pro markers

More info online

Chartwell graph Pad A4 / 50 Sheets

More info online

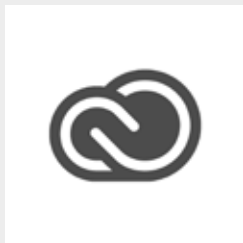
Scrapbook folder Daler-Rowney Earthbound Portfolio A3

More info online

Zip document wallet job folders

More info online

Essential equipment

Suitable camera

Adequate computer

Creative software tools

More info online

Accessories

Synthetic Material Sketch Bag

More info online

Scanner - Canon CanoScan

More info online

Craft box

Highlighters chisel tip

More info online

Telescopic transport tube

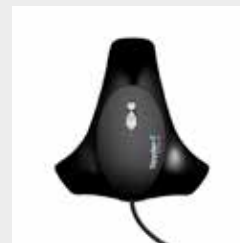
More info online

Printer - Canon PIXMA iP7250 Colour Inkjet Printer

More info online

Wacom Bamboo splash pen tablet

More info online

Prestige Cartridge PGI-550XL / CLI-551XL Ink Cartridges

More info online

Spyder4 PRO Advanced colour calibration

More info online

Section 3 - Becoming a Graphic Designer

Episode 32:

What programs do I need to be a Graphic Designer?

Watch video

Overview

As a Graphic Designer depending on what job you're doing, you will have to use particular design software.

In this video I am going to discuss the creative software tools you will need as a Graphic Designer, and which software you might use for which design scenario.

Section 3 - Becoming a Graphic Designer

Episode 33:

The Graphic Design portfolio

Watch video

Overview

I often get asked question about the Graphic Design portfolio,

Questions like?
What makes, for a good portfolio?
Whats the best type of portfolio? Print or digital?
Do I need a website?
How many projects do I include?
What If i don't have any projects to show?
What are employers looking for?
How much type do I include?
What's the best program to use to build my portfolio?

So In this video I am going to discuss the Graphic Design portfolio and answer these questions. In this video I'll also be sharing my experience, and offer some tips to keep in mind.

Section 3 - Becoming a Graphic Designer

Episode 34:

Print or digital Graphic Design portfolio

Watch video

Overview

2 questions I often get asked are,

What portfolio should I use, print or digital?

and

Which one is best?

Well the answers to these questions vary depending on what type of designer you consider yourself to be and the approach you take to look for jobs, apply for jobs and present at interviews.

So In this video I am going to discuss the print and digital Graphic Design portfolio and recommend which strategy is best for which type of Graphic Designer.

Section 3 - Becoming a Graphic Designer

Episode 35:

The Graphic Design CV

Watch video

Overview

I often get asked a lot of question about the Graphic Design CV.

Questions like:

What makes for a good CV?
What type of CV is best, Print or digital?
What should I include?
How many pages should it be?
How much type do I include?
What are employers looking for?
Whats the best program to use to build the CV?

So In this video I am going to discuss the Graphic Design CV and answer these questions. In this video I'll also be sharing my experience, and offer some tips for you to keep in mind.

Section 3 - Becoming a Graphic Designer

Episode 36:

Career change to be a Graphic Designer?

Watch video

Overview

If your currently in a different creative career, or perhaps you have not gone through the traditional creative education process, you don't not have any creative qualifications and you're wondering:

'Is it too late for me to be a Graphic Designer?'

'Where Do I begin?'
and

'Do I need to go back to school?'

In this video I am going to discuss these questions and I'll be recommending some approaches and things you can keep in mind. In this video I'll also be sharing my experience, and advice on your education options.

Section 3 - Becoming a Graphic Designer

Episode 37:

'Apply your skills' How do I begin as a Graphic Designer

Watch video

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 6 'Apply skills'.

Section 3 - Becoming a Graphic Designer

Episode 38:

How to find a job as a Graphic Designer?

Watch video

Overview

Now I often get asked the question

"How do I find a Graphic Design job?"

In this video I am going to attempt to answer this question and talk from experience and give some tips and advice to keep in mind.

Section 3 - Becoming a Graphic Designer

Episode 39:

Interview preparation to be a Graphic Designer

Watch video

Overview

Often get asked the question:

"What things can I do to best prepare for a design interview?"

In this video I am going to attempt to answer this question and share some of my experiences and offer some tips you can do to help prepare for a Graphic Design interview.

Prepare for your presentation:

Practice your portfolio presentation

Be prepared to only talk about 3 of your projects

Tailor your portfolio

Have the portfolio ready on device

Have examples at the ready

Have something to leave behind after the interview

Prepare for questions:

Clue up on the company before hand

Have a few projects of theirs in mind to talk about

Know what your ideal project would be

Know what you want to achieve at t he company

Have at least 6 questions for them

Section 3 - Becoming a Graphic Designer

Episode 40:

Questions you're asked at a Graphic Design Interview

Watch video

Overview

At an interview you will typically be asked a range of questions. In this video I am going to share some of the questions I have been asked at interview and list some others you can consider asking yourself in preparation for a Graphic Design interview.

For this video I have broken the questions into four categories

Personal questions
Company questions
Design experience questions
Work experience questions

View more questions

Questions asked at a Graphic Design interview

Personal questions:

1. Why have you chosen Graphic Design as a career?
2. Who inspired you to become a Graphic Designer?
3. Name a designer who has inspired you?
4. What are your 3 strengths, and what are your 3 weaknesses?
5. Of all your projects, which one represents you the best, and why?
6. If you had to redo one of your projects, which one would it be and how would you do it?
7. What are your goals for personal development, and what steps have you taken to accomplish these goals?
8. Which brand would you love to work on, and why?
9. Given the freedom what would your ideal project be?
10. What do you see yourself doing in 5 years? What are your goals?

Questions asked at a Graphic Design interview

Company questions:

1. What do you know of us?
2. Why do you want to work for this agency?
3. What's your favourite piece of work we have done?
4. Which one of our clients would you like to work on?
5. Why do you think you are suitable for this role?
6. What do you want to achieve at this agency?
7. What challenges are you looking for in this position?
8. You may be given strict parameters for your designs. Will that stifle your creativity?
9. How comfortable are you being told what to design?
10. How comfortable are you meeting and presenting to clients?

Design experience questions:

1. What were your biggest creative achievements in your last creative role.
2. What is your typical approach to a design brief?
3. How much time should be dedicated to research?
4. What would you approach be to meet a deadline for 5 hours?
5. What would you approach be to meet a deadline for 5 weeks?
6. How many design ideas do you usually sketch before choosing one?
7. Tell us a time, you had to compromise on a project, and how you dealt with it?
8. How would you tackle something you have no experience at?
9. Do you prefer working alone or in a team and why?
10. List some of the designs you have created, and their success?

Work experience questions:

1. Why did you leave your last job?
2. If a client disagreed with you, but you know it's a good idea, how would you convince them it's a good direction?
3. Have you ever been in a leadership role? Please explain the situation.
4. How do you cope under pressure?
5. How do you work with others?
6. Tell us a time you worked in a team and how you worked together to accomplish a task?
7. Can you present to a room of 20?
8. How do you deal with criticism?
9. Which software do you prefer to work with and why?
10. What do you enjoy most about working as a Graphic Designer?

Section 3 - Becoming a Graphic Designer

Episode 41:

Questions to ask at a Graphic Design interview

Watch video

Overview

typically you will want to ask questions about the agency, the role you're applying for and questions about career prospects within the agency.

In this video I am going to list a bunch of questions you can consider asking an agency at the end of an interview.

For this video I have broken the questions into three categories:

Agency questions
Job role questions
Career prospect question

View more questions

Questions to ask at a Graphic Design interview

Agency questions:

1 What are a the factors that really drive results for this agency?

2 What clients are the agency looking to get in future?

3 What team building programs do you have?

4 How does the team work together? Is it collaborate or more instructional?

5 How much time is typically allocated to design briefs?

6 How often do you pitch for new work and clients?

7 What does the agency pride itself on most?

8 How would you describe how creative decision-making gets done at this agency?

9 What is this agency most passionate about?

10 What are the common attributes of your top performers?

Questions to ask at a Graphic Design interview

Job role questions:

1. What are you looking for in the candidate?
2. What are the main skills you are looking for in the applicant?
3. Who will the candidate be working with, and reporting to?
4. What sort of work will be expected of this candidate?
5. Will this role involves dealing with clients?
6. What responsibilities are involved?
7. How many projects will I typically be working on?
8. What level of creative freedom will there be?
9. What's the worst thing about working here?
10. What do you see as the biggest challenge for this new candidate?

Career prospect questions:

1. Are opportunities available for me to develop new skills.
2. Do you offer training opportunities?
3. Will I get to learn from senior designs?
4. What are the opportunities to progress?
5. If a designer works well, do you consider them for promotion?
6. If the candidate progresses as you like, what would be the next step in be in this agency?
7. If I get the job, how do I earn a "gold star" on my performance review?
8. What criteria will be used to assess my performance?
9. What have previous designers gone on to do?
10. After everything you have seen and heard, do you see me as a good fit for this agency?

Section 3 - Becoming a Graphic Designer

Episode 42:

Interview tips to be a Graphic Designer

Watch video

Overview

In this video I am going share some of my experiences and offer some tips you can keep in mind to help you have a successful interview.

For this video I am going to separate my tips into four sections:

Character tips
Presentation tips
Essential do's
Essential don'ts

Character tips:

Show up exactly on time

Memories the names of the people you will be meeting before you arrive

Give a good firm handshake

Eye contact, with everyone

Take your time answering questions

Where you lack experience make up for in eagerness to learn

Presentation tips:

Stand up and present

Start on a high

Talk in detail about your work:

- Say what you did, your involvement in the project.
- If you worked in a team talk about who was involved
- Talk about the challenges you faced
- Talk about your inspirations
- If you can, show your design process and talk about your research method
- Explain your design decisions
- Talk about how long it took to develop
- Explain how it satisfied the brief
- Did you exceed expectations?
- Finish with any success stories, how did the design benefit them, and how?

Talk calmly and anticipate questions.

Show print examples

End on a high

Essential do's:

Ask questions

Pull out a note pad/sketch book and take notes

Ask for a business card

Leave your business card or something interesting behind.

Essential dont's:

Don't moan or criticise your last job or people you worked with

Dont talk about money

Don't talk about holiday

Don't appear desperate for the job

Section 4 - Graphic Design and beyond

Episode 43:

What's the industry like for a Graphic Designer?

Watch video

Overview

In this video I am going to talk about the position system in Graphic Design and the typical career options within the industry.

Section 4 - Graphic Design and beyond

Episode 44:

Further your Graphic Design career

Watch video

Overview

One of the key ways to progress is through Career development.

In this video I am going to discuss some of the options you can consider to become a pro Graphic Designer and how to take your career in a new direction.

Options you can consider:

Simply become better at your job

Rise the ranks

Specialise

Network and use Social media

Become Freelance

Start your own business

Section 4 - Graphic Design and beyond

Episode 45:

Education to further your Graphic Design career

Watch video

Overview

In this video I am going to discuss some of the education options you can consider to help develop your Graphic Design career.

Education to consider:

Take evening classes *(recommended)*

- Screen printing
- Photography
- Life drawing and painting
- Sculpture
- Software courses

Watch video tutorials

Read more

Attend galleries and exhibitions

Undertake a Master's Degree